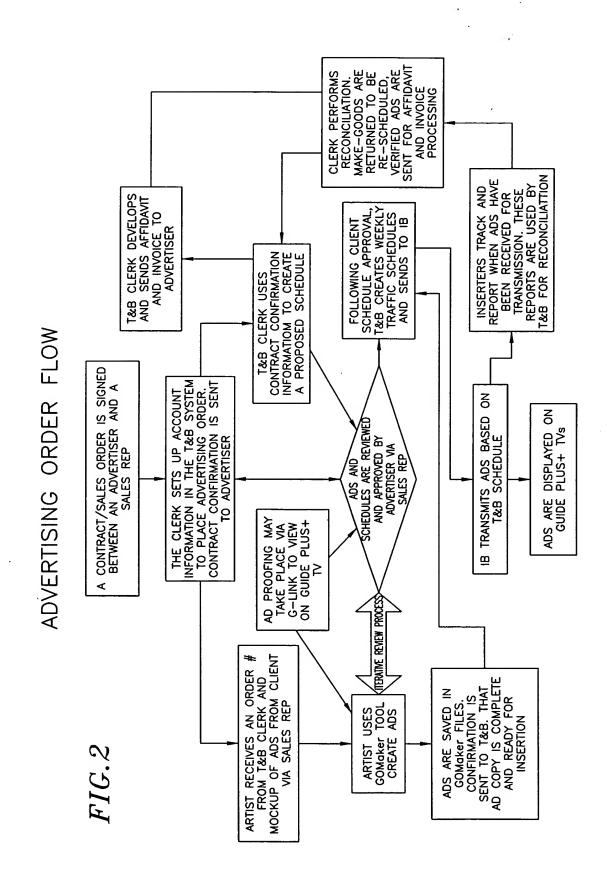
Application No. 09/444,170
Inventor(s): Henry C. Yuen, et al.
Title: SYSTEMS AND METHODS FOR
ADVERTISING TRAFFIC CONTROL AND BILLING
Sheet 1 of 8

10:03PM	O WATCH O RECORD
PIP WINDOW	PRIME TIME LIVE: SAM DONALDSON INTERVIEWS TWO OF GOSPEL MUSIC'S PIONEERS, AMY GRANT AND SANDI PATTY.
DISPLAYING REAL TIME VIDEO FOR LAST	ABC [13] 9:00PM (1h) cc
CHANNEL VIEWED	SORT SCHEDULE MESSAGES
	SAT 9:00PM 9:30PM
1 WOUND OF	LAST PRIME TIME LIVE
AU WIINDOW	ABC (PARME / TANK / TAN
DISPLAYING PANEL AD	FOX KAMERI WASSA WASKED
=	CBS // KARA // KONNOWN SBO
	MARY SPICE GURLS CONCERT TOWIGHT
A WOUNDW 7	Man Nau
7 1000111111111111111111111111111111111	SBS MAN GOLDEN MAN SBA
DISPLAYING PANEL AD	AMC REPARTMENT OF THE WAY OF THE
<u></u>	RESPIN WOOM WAS IN THE WOOM WA

FIG. 1



Application No. 09/444,170
Inventor(s): Henry C. Yuen, et al.
Title: SYSTEMS AND METHODS FOR
ADVERTISING TRAFFIC CONTROL AND BILLING
Sheet 3 of 8

INFO BOX	CHANNEL	CHANNEL	CHANNEL	CHANNEL	CHANNEL	CHANNEL	CHANNEL	CHANNEL	CHANNEL AD - USABLE AREA 24 PIXELS x 344
ЫР	PANEL AD #1	USABLE AREA: 132 PIXFLS/	160 PIXELS			PANEL AD #2	USABLE AREA: 132 PIXELS/	160 PIXELŚ	

FIG.3

Application No. 09/444,170
Inventor(s): Henry C. Yuen, et al.
Title: SYSTEMS AND METHODS FOR
ADVERTISING TRAFFIC CONTROL AND BILLING
Sheet 4 of 8

OVERALL AREA (INCLUDING BORDERS)

PIXELS HIGH PIXELS WIDE 274 168

PANEL AD #2 USABLE AREA:

SINGLE AD COMBINING PANEL ADS #1&2 USABLE AREA: 270 PIXELS HIGH 160 PIXELS WIDE

PANEL AD #1 USABLE AREA:

BORDERS: 2 PIXELS BLACK ALL AROUND 2 PIXELS GRAY LEFT/RIGHT & BETWEEN ADS

FIG. 4

Application No. 09/444,170
Inventor(s): Henry C. Yuen, et al.
Title: SYSTEMS AND METHODS FOR
ADVERTISING TRAFFIC CONTROL AND BILLING
Sheet 5 of 8

11:57PM		O WATCH O RECORD
		MIV GRATEFUL DEAD THURSDAY AT 9PM
	- KRAD	SORT LIST EDITOR
	WED	11:30pm MIDNIGHT
90	LAST	
OHOME!	(oqp	
IMPROVEMENT	 ₩0¾	COLUMBO
	•	A CURRENT A WHEEL OF F
	UPN	DEADLY GAMES
WALLACE BRADI EX	PBS	NOVA THIS OLD HO
ROONEY	НВО	
60 MINUTES	ESPN	BASEBALL: MARINERS VS. YAN >
		GEANTEONY OSTAD GONGGERTY
		1 1

FIG.5

Application No. 09/444,170
Inventor(s): Henry C. Yuen, et al.
Title: SYSTEMS AND METHODS FOR
ADVERTISING TRAFFIC CONTROL AND BILLING
Sheet 6 of 8

TONIGHT'S CONCERT IS ONE OF JERRY GARCIA'S LAST LIVE SHOWS BEFORE HIS DEATH. THE GRATEFUL DEAD PUTS ON A WONDERFUL SHOW FROM GIANT'S STADIUM IN EAST RUTHERFORD, NEW JERSY. DON'T MISS IT! Į GRATEFUL DEAL THURSDAY AT 9PM O RECORD FOLLWED BY ALANIS MORISSETTE. O WATCH = -1 60 MINUTES SUNDAY AT 7:00 BRADLEY ROONEY WALLACE MPROVEMENT HOME

FIG.6

Application No. 09/444,170
Inventor(s): Henry C. Yuen, et al.
Title: SYSTEMS AND METHODS FOR
ADVERTISING TRAFFIC CONTROL AND BILLING
Sheet 7 of 8

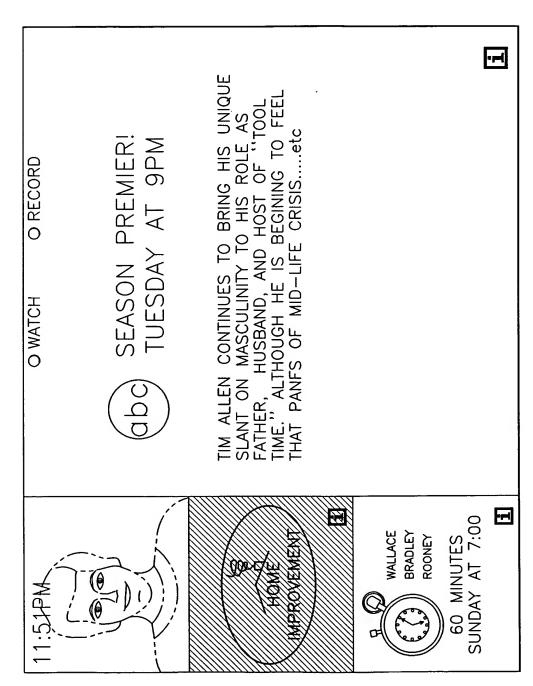


FIG. 7

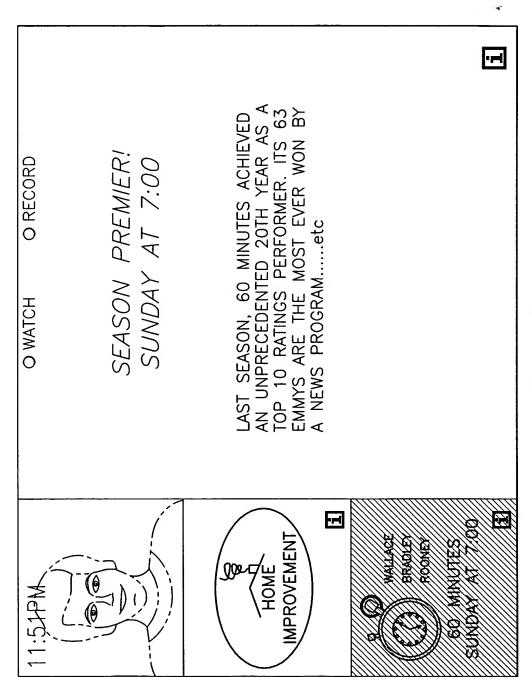


FIG.8